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storing mass medium program material and a subscriber datum, said subscriber datum designating a subject of interest to a subscriber;
detecting a control signal, said control signal designating a unit of mass medium program material;
selecting said subscriber datum in response to said control signal;
generating at least some of a schedule by processing said selected subscriber datum in response to said control signal, said generated at least some of a schedule including one of the group:
(1) a time to communicate said designated unit of mass medium program material;
(2) a device from which to communicate said designated unit of mass medium program material; and
(3) a device to which to communicate said designated unit of mass medium program material;
communicating said designated unit of mass medium program material at said one or more subscriber stations under processor control based on said schedule; and
outputting said communicated unit of mass medium program material at said one or more subscriber stations.

27. (New Claim) The method of claim 26, wherein said unit of designated mass medium program material includes one of video and audio and said step of communicating includes:

tuning the receiver at said subscriber station to receive said one of video and audio; and

controlling a selective transmission device at said subscriber station to communicate said one of video and audio to the output device at said subscriber station.

28. (New Claim) The method of claim 26, wherein an information transmission containing said mass medium program material includes a second control signal and said step of communicating includes:

outputting one of the receiver and a first memory at said subscriber station to one of the output device at said subscriber station and a second memory based on said second control signal.

29. (New Claim) The method of claim 26, wherein said step of communicating said designated unit of mass medium program material under processor control includes controlling a storage device at said subscriber station to play said designated unit of mass medium program material according to said schedule, said method further comprising the steps of:

tuning a receiver in said broadcast or cablecast distribution system to receive said designated unit of mass medium program material;

communicating said designated unit of mass medium program material to a specific memory location in said broadcast or cablecast distribution system; and

controlling said storage device to store said designated unit of mass medium program material.

30. (New Claim) The method of claim 26, wherein said subscriber station includes one of (1) a plurality of storage devices and (2) a plurality of memory locations and said step of communicating includes organizing

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~~programming stored at said subscriber station to play according to said schedule, said programming including said designated unit of mass medium program material.~~

31. (New Claim) The method of claim 26, wherein said control signal designates a plurality of units of mass medium program material and said step of communicating said designated unit of mass medium program material under processor control is performed in accordance with said generated at least some of a schedule, said method further having one step from the group consisting of:

generating at said transmitter station in said broadcast or cablecast distribution system one or more instructions which operate to control said processor at said subscriber station;

assembling at one or more receiver stations in said broadcast or cablecast distribution system code which operates to control said processor at said subscriber station;

transmitting to said subscriber station supplementary schedule information which is operative to control said processor at said subscriber station;

transmitting said plurality of units of mass medium program material to said subscriber station in accordance with schedule information which is effective to control said processor at said subscriber station;

organizing information in said broadcast or cablecast distribution system to be effective to communicate said plurality of units of mass medium program material from one or more storage devices in a specific sequence; and

communicating said plurality of units of mass medium program material from a memory at said subscriber station to said output device at said subscriber

station at one or more specific times based said generated at least some of a schedule.

32. (New Claim) The method of claim 26, wherein said control signal is communicated in a code portion of an information transmission, said subscriber station includes said computer and a detector operatively connected to said computer, and said broadcast or cablecast distribution system includes a portion receiver capable of receiving said information transmission and communicating said code portion to said detector, said method further comprising the steps of:

storing a software module at said subscriber station which operates to process said stored subscriber datum,

controlling said portion receiver to receive and communicate to said detector an expanding and contracting code portion; and

executing processor control instructions stored at said subscriber station based on information detected in said expanding and contracting code portion.

33. (New Claim) The method of claim 26, wherein said stored subscriber datum is at least part of a subscriber budget, analysis, recommended plan, or solution to a problem, said method further comprising the steps of:

analyzing said stored subscriber datum to value information received in said broadcast or cablecast distribution system; and

selecting said designated unit of mass medium program material based on said step of analyzing.

34. (New Claim) The method of claim 26, wherein a second unit of mass medium program material is outputted at said subscriber station in a

sequential presentation with said designated unit of mass medium program material in accordance with said schedule, said method further comprising the steps of:

computing information in respect of said second unit of mass medium program material in response to said control signal;

identifying said second unit of mass medium program material based on said computed information;

controlling a tuner to tune a receiver to receive said second unit of mass medium program material;

controlling said subscriber station to communicate said second unit of mass medium program material to a memory before a scheduled time; and

storing said second unit of mass medium program material at said subscriber station.

35. (New Claim) The method of claim 26, further comprising the steps of:

detecting a second control signal in said broadcast or cablecast distribution system; and

in response to said second control signal performing one of the group consisting of:

(1) controlling said subscriber station to commence outputting specific combined medium programming in response to said second control signal, said specific combined medium programming to include said designated unit of mass medium program material; and

(2) controlling said subscriber station to interconnect to generate programming in response to said second control signal, said generated

~~programming to be outputted in a combined or sequential presentation with said designated unit of mass medium program material.~~

36. (New Claim) The method of claim 26, further comprising the steps of:

storing a module at said subscriber station in response to said control signal; and

communicating one or more data of subscriber choice to a remote station in accordance with said module, said one or more data of subscriber choice input by said subscriber in response to a combined medium programming presentation which includes said designated unit of mass medium program material.

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~~37. (New Claim) The method of claim 26, wherein said designated unit of mass medium program material is at least some of a television commercial and a combined medium programming presentation is outputted at said subscriber station which includes a subscriber specific video, audio, or print cost/benefit datum of acquiring or using a product or service advertised in said television commercial.~~

38. (New Claim) A method of communicating subscriber station information from a subscriber station to one or more remote stations, said method comprising the steps of:

storing subscriber data at said subscriber station;
receiving one or more instruct signals at said subscriber station, said one or more instruct signals effective to:

select a subscriber datum of interest,
generate a control signal based on said selected datum, and
output mass medium programming from a storage device based on
said generated control signal;

generating one or more subscriber specific data, processing at said
subscriber station directed by instructions from said one or more instruct signals;

receiving a viewer's or participant's response to a combined medium
presentation at said subscriber station, said combined medium presentation
including said mass medium programming;

transferring said one or more subscriber specific data from said subscriber
station to one or more remote stations based on said step of receiving a viewer's
or participant's response.

39. (New Claim) The method of claim 38, further comprising the steps
of:

receiving a second instruct signal at said subscriber station, said second
instruct signal effective to enable a subscriber to modify said stored subscriber
data and transmit said transferred one or more subscriber specific data to said
one or more remote stations; and

storing said second instruct signal at said subscriber station before a
specific time.

40. (New Claim) A method of controlling a remote intermediate data
transmitter station to communicate data to one or more receiver stations,
wherein said remote intermediate data transmitter station includes a broadcast
or cablecast transmitter for transmitting one or more signals which are effective

at a receiver station to instruct a computer or processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said plurality of selective transmission devices, and wherein said remote intermediate data transmitter station is adapted to detect one or more control signals, to control communication of specific instruct signals in response to detected specific control signals, and to deliver at said broadcast or cablecast transmitter one or more instruct signals, said method comprising the steps of:

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receiving said one or more instruct signals to be transmitted by said remote intermediate data transmitter station and delivering said one or more instruct signals to one or more origination transmitters, said one or more instruct signals being effective at at least one of said one or more receiver stations to select a subscriber datum of interest, generate a first control signal based on said selected datum, and output mass medium programming from a storage device based on said generated first control signal;

receiving one or more second control signals which at said remote intermediate data transmitter station operate to control communication of said one or more instruct signals to said broadcast or cablecast transmitter; and

transmitting said one or more second control signals to said remote intermediate data transmitter station before a specific time.

41. (New Claim) The method of claim 40, further comprising the step of embedding a specific one of said one or more second control signals in said one or more instruct signals or in an information transmission containing said

one or more instruct signals before transmitting said one or more instruct signals to said remote intermediate data transmitter station.

42. (New Claim) The method of claim 40, wherein said specific time is a scheduled time of transmitting said one or more instruct signals or some information associated with said one or more instruct signals from said remote intermediate data transmitter station and said one or more second control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

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43. (New Claim) The method of claim 40, wherein said one or more instruct signals include higher language code to be assembled and said one or more second control signals are operative at said remote intermediate data transmitter station to assemble at least some of said one or more instruct signals before said specific time, said method further comprising the steps of:

communicating to said one or more origination transmitters a third control signal, said third control signal operative at said remote intermediate data transmitter station to generate a signal containing said assembled at least some of said one or more instruct signals in one or more messages.

44. (New Claim) The method of claim 40, wherein said mass medium programming is video, said specific time is a time to output said video according to said generated first control signal, higher language code contained in said one or more instruct signals is assembled at one of (i) said remote intermediate data transmitter station and (ii) at least one of said one or more receiver stations, and said one or more instruct signals are effective at at least one of said one or more

receiver stations to select a subscriber datum inputted in response to a first video image, output at least some of a second video image from a storage device, and generate information which modifies said second video image based on said selected subscriber datum, said method further comprising the step of transmitting one of said first and said second video images to at least one of said one or more receiver stations.

45. (New Claim) An interactive method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:

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outputting to a subscriber a mass medium program that contains at least one subscriber specific datum, said interactive mass medium program output apparatus having an input device to receive input from said subscriber;

prompting said subscriber during said step of outputting for input in respect of said information, said interactive mass medium program output apparatus having an output device for outputting said information to said subscriber;

receiving a reply from said subscriber at said input device in response to said step of prompting, said interactive mass medium program output apparatus having a transmitter for communicating data to a remote station;

communicating said reply to a remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

generating or assembling, in said network, at least some of one or more messages which are effective at said interactive mass medium program output apparatus to select a subscriber datum of interest, generate a control signal based

on said selected datum, and output mass medium programming from a storage device based on said generated control signal, said interactive mass medium program output apparatus having a receiver for receiving a signal from said remote station;

delivering specific combined medium programming at said output device on the basis of said one or more messages; and

outputting said specific combined medium programming to said subscriber.

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46. (New Claim) The method of claim 45, wherein said network includes one or more remote data transmitter stations which assemble code and generate said at least some of one or more messages based on said assembled code, said method further comprising at least one step selected from the group consisting of:

transmitting from said interactive mass medium program output apparatus one or more subscriber data to serve as a basis for assembling said assembled code or generating said at least some of one or more messages, said network including a plurality of origination transmitter stations, said interactive mass medium program output apparatus being an origination transmitter station;

aggregating in said network subscriber data inputted in response to said mass medium program, said aggregated subscriber data to serve as a basis for delivering said specific combined medium programming;

transmitting data and an intermediate generation set from one or more origination transmitter stations in said network, said data and said intermediate